

Canadian Radio-television and
Telecommunications CommissionConseil de la radiodiffusion et
des télécommunications canadiennes

Canada

**News Release**

November 17, 1995

**FINANCIAL ASSISTANCE FOR CANADIAN TALENT DEVELOPMENT TO
CONTINUE**

OTTAWA-HULL - The CRTC today announced that it will continue to require commercial radio stations to contribute financially to Canadian talent development. The Commission considers that these contributions are important to ensure that a sufficient pool of Canadian music and other Canadian creative material is available for broadcast (Public Notice CRTC 1995-196).

"We remain convinced that Canadian talent development initiatives undertaken by radio stations play an important role in promoting the careers of new Canadian artists," CRTC Chairman Keith Spicer said. "Canadian artists have matured as vibrant contributors to Canadian culture here and in export markets. We want to ensure that they continue to benefit from financial commitments by radio stations."

Today's decision follows the Commission's request to the Canadian Association of Broadcasters (CAB) that they develop a more effective system to generate adequate funding to third party organizations involved in Canadian talent development (see Public Notice CRTC 1995-61). The Commission is favorable to the CAB's proposal that through the licence renewal process a minimum annual payment of \$1.8 million will be made to third parties. This is the amount that licensees, in line with their licence renewal commitments, currently contribute on an annual basis. The minimum annual payment of \$1.8 million would be reviewed in five years in order to determine if this amount is adequate. Licensees will be expected to continue to fulfil commitments for Canadian talent development made in applications for new licences and in applications for authorization to transfer the ownership or control of radio stations.

The CAB's proposal is based on a market-by-market approach in which a common contribution schedule would be set for stations which have a similar market size. This contribution would be a condition of licence and would be in lieu of the contribution a station is currently committed to make when it last applied to have its licence renewed. The success of the plan depends on the participation of almost all private commercial radio stations.

Licensees of commercial radio stations wishing to participate in the CAB plan, whether or not they are CAB members, have until February 16, 1996 to apply to the Commission for licence amendments.

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Copies of today's public notice are available through our Internet home page (<http://www.crtc.gc.ca>) or by contacting the public examination room of any CRTC office:

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